

# What's New in Marketing

Made In Alaska Workshop

Olya Semiryazhko



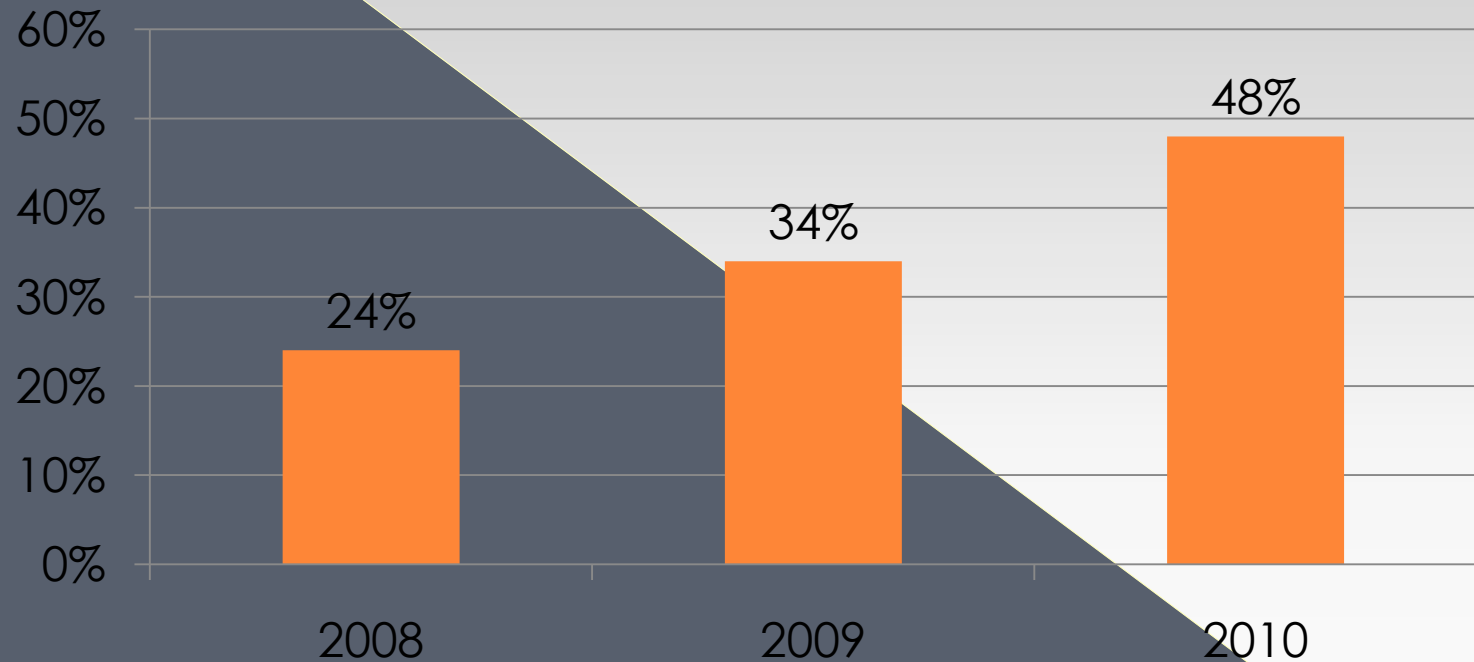
# Why go online?



- ◉ Connect with existing customers
- ◉ Find new customer
- ◉ Expand your business
- ◉ Create more ways to find your business
- ◉ Reach beyond your geographical location
- ◉ It's *FREE* or *INEXPENSIVE*

# Who uses social media?

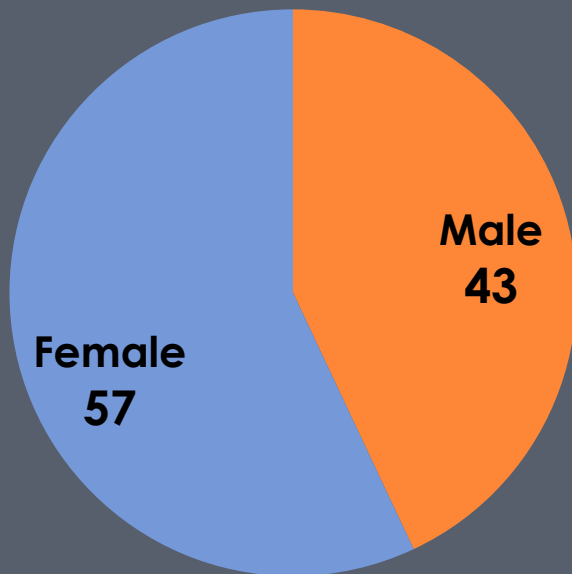
## Social network users in US



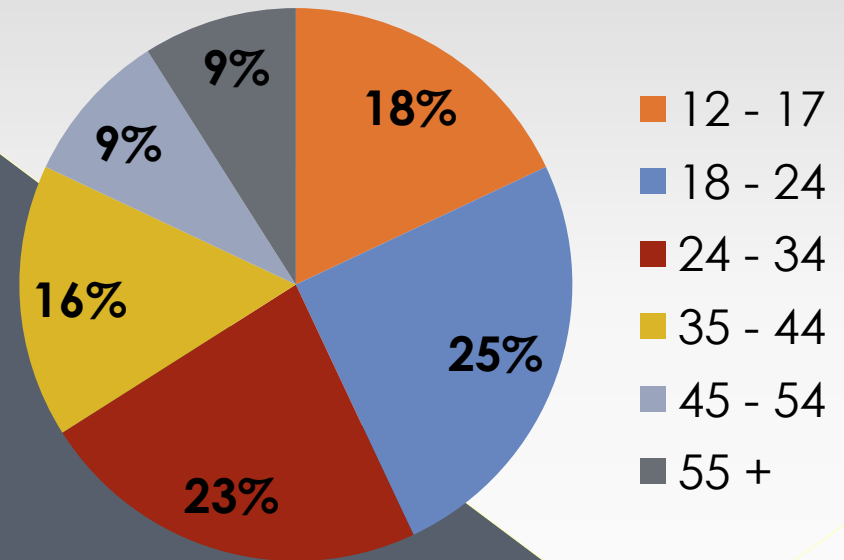
Source: Edison Research

# Who uses social media?

**Gender of frequent social networkers**



**Age of frequent social networkers**

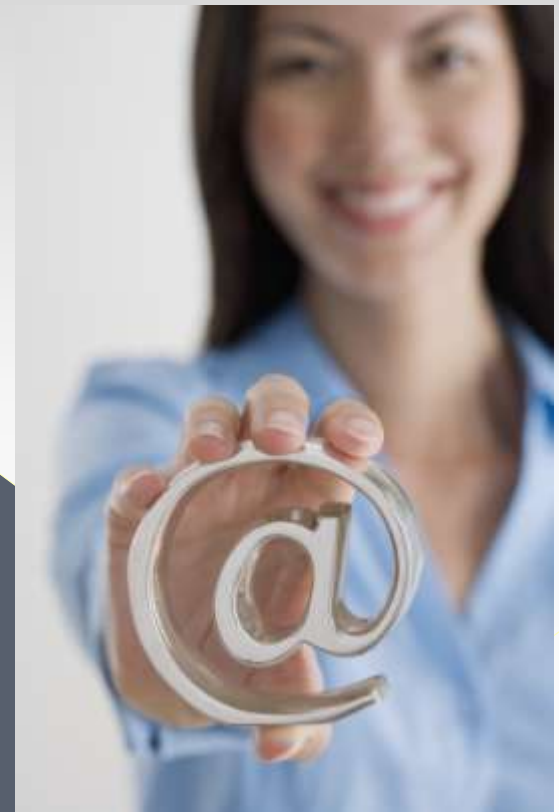


Source: Edison Research

# Online Marketing:



- ◉ Websites & e-commerce sites
- ◉ Social networking sites
- ◉ Blogs
- ◉ Email marketing
- ◉ Video
- ◉ Deal of the day websites



# Websites

# Website. Don't have one?

Reason to have a website:

1. To provide 24/7 company information
2. To attract more customers
3. To keep customers and clients informed of company news

○ Free website hosting:

- > [sites.google.com](http://sites.google.com)
- > [www.webs.com](http://www.webs.com)
- > [www.doteasy.com](http://www.doteasy.com)



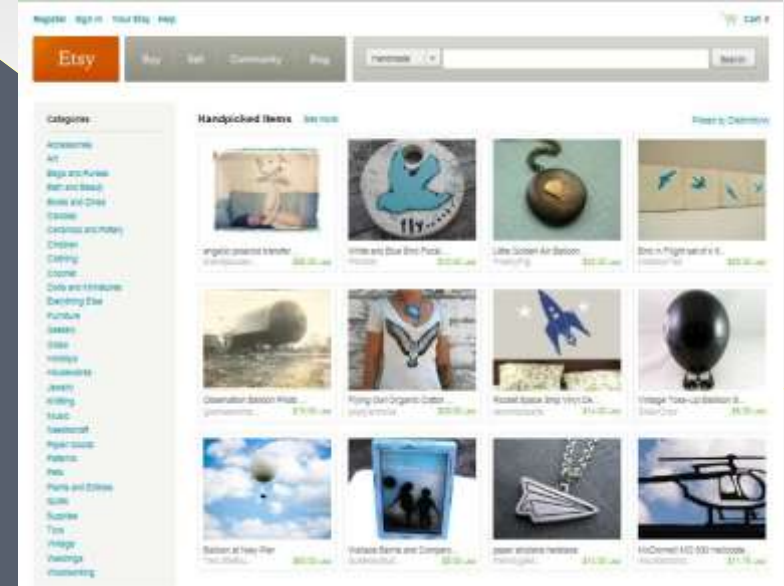
# E-commerce Websites

- AMBIT program (Alaska Manufacturing, Business, Industry and Technology Program)

[www.entertainmealaska.com](http://www.entertainmealaska.com)

- [www.etsy.com](http://www.etsy.com)

- EBay, Amazon, etc.





# Helpful Alaskan Websites:

## ● Made In Alaska Website – Permit holders

- > [www.madeinalaska.org](http://www.madeinalaska.org)
- > 907-272-5634
- > Upload your product photo



## ● Buy Alaska – No cost

- > [www.buyalaska.com](http://www.buyalaska.com)
- > (800)478-7232 Toll Free



# Google is your tool



- Google Maps (Local Business Center)
  - > [www.google.com/lbc](http://www.google.com/lbc)
- Google Analytics
  - > [www.google.com/analytics](http://www.google.com/analytics)
- Google Alerts
  - > [www.google.com/alerts](http://www.google.com/alerts)
- Google AdWords
  - > [www.adwords.google.com](http://www.adwords.google.com)

# Social Networking Sites

# Social Networking Sites

Facebook, Myspace, Orkut, Hi5, Etc.

- ◉ Interact with your customers
- ◉ Post fast updates and specials
- ◉ Make it interesting and engaging
- ◉ Post pictures, videos, links, events, etc.
- ◉ Get more “Likes”
- ◉ Share your stories
- ◉ It's FREE!

facebook

hi5

myspace.com  
a place for friends

orkut



# Facebook (Made In Alaska)

**facebook** 



[Change Picture](#)

**MADE IN ALASKA**  
© 2006 ALASKA

[Edit Page](#)  
[Promote with an Ad](#)  
[Add to My Page's Favorites](#)  
[Suggest to Friends](#)  
[Remove from My Page's Favorites](#)

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madeinalaska@anchoragemark  
ets.com

**Insights**  
[See All](#)

**Made In Alaska**   
[Wall](#) [Info](#) [Photos](#) [Discussions](#) [+](#)  
**Share:**  [Status](#)  [Photo](#)  [Link](#)  [Video](#) [Options](#)



**Jose Reyes** Thanks for Liking the Local Buzz Music Store page. Lets keep supporting our economy by supporting independent and local musicians!  
December 15 at 7:21am · [Like](#) · [Comment](#)



**Sue Dranchak** prints from original acrylic paintings @ [www.dranchakstudio.com](http://www.dranchakstudio.com) or follow the link below  
**DRANCHAK STUDIO: MADE IN ALASKA --Alaska Wildlife Notecard series**  
[dranchakstudio.blogspot.com](http://dranchakstudio.blogspot.com)  
December 14 at 1:13pm · [Like](#) · [Comment](#) · [Share](#)



**Gayle Parsons** So happy to see Made in Alaska on Facebook!  
**GrammaWelcomesYou**  
[www.grammasbabystuff.com](http://www.grammasbabystuff.com)  
Welcome to Gramma's Baby Stuff  
December 2 at 6:19pm · [Like](#) · [Comment](#) · [Share](#)



**Made In Alaska** Thanks for joining everyone! Let's spread the word about Made In Alaska!  
<http://madeinalaska.org/>  
[madeinalaska.org](http://madeinalaska.org)  
244 Impressions · 1.64% Feedback  
December 2 at 11:39am · [Like](#) · [Comment](#) · [Share](#) · [Promote](#)

# Facebook Marketing Tips



- Create a nice profile
- Add your business contacts
- Post content
- Buy ad space
- Advertise your events



# Facebook advertising

- Set your daily budget \$\$\$
- Target YOUR market  
(location, age, gender, education, interest, etc.)
- CPM (Cost per 1000 impressions)
- CPC (Cost per Click)

2. Targeting

Location:

☒ Everywhere  
☐ By State/Province  
☐ By City

Age:  -

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

# Blogs



# Twitter – Microblogging

The screenshot shows the Twitter homepage with a dark navigation bar at the top containing the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column, titled 'What's happening?', features a text input box for composing a tweet, a location selector, and a character count of 140. Below this is a 'Timeline' tab with sub-tabs for @Mentions, Retweets, Searches, and Lists. The timeline displays four tweets: one from KTVA (CBS 11 News) about injured eagles, two from APRN (Alaska News) about a man's death and a former Alaska First Lady's passing, and one from adndotcom (Anchorage Daily News) about the jobless rate. The right column shows the user's profile for 'AnchorageMarket', including 'Your Tweets' (117), 'Following' (35), 'Followers' (136), and 'Listed' (3). It also features a 'Trends' section with topics like #NoStringsAttached and #iwannaslap, and a 'Who to follow' section with suggestions like Ch2KTUU and AEDC. At the bottom, there is a 'Tweet beat' section and a footer with various links and the copyright notice '© 2011 Twitter'.

twitter  Home Profile Messages Who To Follow AnchorageMarket

What's happening?

[Add your location](#) 140 [Tweet](#)

Timeline @Mentions Retweets Searches Lists

**KTVA** KTVA CBS 11 News  
So weird! Record number of injured eagles taken in at bird rehab. <http://twurl.nl/afanik>  
20 minutes ago

**aprn** APRN Alaska News  
On aprn.org: Man Dead After Car Hits Snowmachine <http://aprn.org/2011/01/21/man-dead-after-car-hits-snowmachine/>  
33 minutes ago

**aprn** APRN Alaska News  
On aprn.org: Former Alaska First Lady Passes Away at 96 <http://aprn.org/2011/01/21/former-alaska-first-lady-passes-away-at-96/>  
33 minutes ago

**adndotcom** Anchorage Daily News  
Alaska jobless rate edged up to 8.1% in December. <http://bit.ly/gfdGAj>  
1 hour ago

**adndotcom** Anchorage Daily News

Your Tweets 117  
23 Dec: @AKGirlNextDoor because they are on vacation :)

Following 35 Followers 136 Listed 3

Recently listed in: Alaska  
Businesses, Alaska, AK Businesses

Trends  
Worldwide · change  
#NoStringsAttached Promoted  
#iwannaslap  
#thingsthatpissmeoff  
Duke Nukem Forever  
Peter Forsberg  
JonasSingingSpanish  
Facebook Raises  
Bin Laden  
CONCHETUMARE  
Antoine Dodson

Who to follow  
Suggestions for you · view all  
**Ch2KTUU** · Follow KTUU.com  
**AEDC** · Follow AEDC  
**alaskatweets** · Follow AlaskaTweets.com  
**ToddWalkerKTUU** · Follow Todd Walker  
[Refresh suggestions](#)  
[Browse interests](#) · [Find friends](#)

Tweet beat  
n. The best tweets about what's happening now

About · Help · Blog · Status · Jobs · Terms · Privacy · Shortcuts  
Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter

# Blogs



Have you heard about Twitter?

- > Share information
- > Engage customers
- > Offer specials
- > Announce news
- > Promote new products
- > Provide value
- > Stay updated



# Twitter Marketing



- ◉ Import your contacts
- ◉ Complete your profile
- ◉ Build your followers base
- ◉ Make it worthwhile to follow you
- ◉ Learn from the best

# Email Marketing

# Constant Contact Examples

Happy Holidays



**This Saturday**  
December 18th  
10 am - 8 pm  
Dena'ina Center

Dear Dana,

Get your Holiday Shopping done at Christmas Village this Saturday, December 18th from 10am-8pm at the Dena'ina Center (7th Ave. between F & G)

**FREE ADMISSION**

*One stop shopping for everyone on your list!*



**FREE Drawings!**  
Grand Prize:  
Two Beautiful Made In Alaska Fleece Jackets From "Finishing Touch Designs" by Ann Damon



**Santa Photos**



Visit Our Sponsor



**Total Value: \$500**

Happy New Year!

Made In Alaska Bear Necessities

January 2010

Dear Dana,  
Download  
Made In Alaska  
2011 Calendar of Events  
**HERE**



**2011 Workshops**

This year's FREE workshops will be held in 5 communities from 2PM until about 8PM:

**Wasilla** - Wednesday, February 9<sup>th</sup>  
in the Best Western Lake Lucille Inn.

**Talkeetna** - Thursday, February 10<sup>th</sup>  
in the Talkeetna Lodge.

**Petersburg** - Tuesday, February 14<sup>th</sup>  
in the Tides Inn.

**Juneau** - Thursday, February 16<sup>th</sup>  
in Southeast Conference Board Room, 612 W. Willoughby Ave.



**In This Issue**

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- [Workshops](#)
- [Webinars](#)
- [Manufacturer of 2010](#)
- [Label Order Form](#)
- [New Permit Holders](#)

**Welcome!**  
**NEW Permit Holders**

Simply Incredible, Inc  
Keri Scaggs  
Anchorage  
keriscaggs@gmail.com  
310-795-3801  
www.simplyincredible.com  
Wholesale - No Permit #8540  
Smoked Alaska Wild Salmon Permit #8541  
Professional Photographic Images of Alaska

Superior Pellet Fuel, LLC  
Chad Schumacher



# Email Marketing



Constant Contact, Exact Target, Benchmark email, Stream send, Vertical response, etc.  
From \$15/month

- Updates
- Reminders
- Special promotions
- News

Create an email sign up list



# Constant Contact



- Use hundreds of templates
- Use your contact list
- Create various email lists
- Schedule emails
- Send out online surveys

# Video Sharing



# YouTube

Search
Browse
Upload
Create Account
Sign In

**Join the largest worldwide video-sharing community!**

[Create Account](#) Already have an account? [Sign In](#)

**Recommended for You** [Learn More](#)

**Personalized video recommendations**  
Getting personalized recommendations is really easy, all you have to do is watch some videos then come back to this page to see what videos YouTube has recommended just for you!

**Most Popular**

**Entertainment**

**I'M LADY GAGA : ASK SHANE #25**  
555,337 views  
ShaneDawsonTV2

**NRJ MUSIC AWARDS 2011 - Justin Bieber...**  
185,133 views  
NEXUSONE91

**News & Politics**

**Only Girl (In The World) - Rihanna (B...**  
198,268 views  
boyceavenue

**Official BATTLE: LOS ANGELES Trailer ...**  
306,933 views  
BattleLAMovie

**Sports**

**Mark Sanchez wipes a booger on Mark B...**  
357,468 views  
dailythunder

**First witness video moments after Mos...**  
508,490 views  
RussiaToday

**Comedy**

**MILLION SUBSCRIBER APPLE STORE DANCE!**  
199,405 views  
ijustine

**Diego Polenta golazo Uruguay vs Chile...**  
41,791 views  
YorkshireEnigma

**Spotlight Videos** [Show Ad](#)

**Keenan Cahill & David Guetta**  
What happens when the king of lip-syncing connects with one of dance music's hottest producers? Ever heard the phrase "dynamic duo"? Check out Keenan and David's brand-new collaboration, plus their fave videos.  
Presented by: [MusicTuesday](#)

**David Guetta(With Me) One More Love Album Megamix**  
by BeenerKeeKee19952  
158,266 views

**David Guetta(With Me) Choose Our Favorite Video...**  
by BeenerKeeKee19952  
37,180 views

**BEARDYMAN : One Mouth, Two Hands**  
by beardyman  
79,275 views

**FAT DUDE SKIING!**  
by SHAYTARDS  
453,904 views

**Trending**

**Mark sanchez wipes booger on teammate**  
by wesinator2000  
228,693 views

**Mark Sanchez wipes a booger on Mark Brunell**  
by dailythunder  
357,468 views

**BUS drives over waterfall**  
by WyUtahMed  
56,495 views

# YouTube

[www.YouTube.com](http://www.YouTube.com)



- Create your own channel
- Post videos, presentations, commercials
- Make it unique
- It's FREE



# YouTube



- YouTube is second largest search engine after Google
- Add video reviews
- Post funny videos



# Deal of the Day Websites

# Deal of the Day Websites

## GROUPON

Collective Buying Power

livingsocial

**BuyWithMe**  
for the best local deals

### \$29 for a Signature Mani-Pedi at Glaze

\$29

Buy!

Value	Discount	You Save
\$58	50%	\$29

 Buy it for a friend!



Time Left To Buy  
**2 days**  
12 hours  
32 minutes

**875 bought**



**The deal is on!**

Tipped at 12:45AM with 10 bought



#### The Fine Print

Expires Jul 24, 2011  
Limit 1 per person, may buy 2 additional as gifts. **By appointment only. Not valid toward products.**  
Not valid with other offers.  
[See the rules](#) that apply to all deals.

#### Highlights


- Eco-friendly salon
- Nontoxic products
- Sanitized environment
- 10% off additional services

 Refer Friends, Get \$10:

 Email

 Tweet

0

 56 people

# About Groupon



- Bring in new customers
- Invest in the customers your ad brings in
- Great exposure & word of mouth
- Happy customers = Return customers

# Things to Consider



- Contact Groupon first

[www.grouponworks.com](http://www.grouponworks.com)   [advertising@groupon.com](mailto:advertising@groupon.com)

877-788-7858 Ext. 2

- Come up with a great offer (50%)
- Customers purchase deals from Groupon.com
- Groupon takes about ½ of sales
- Groupon sends the checks to you



# Things to Consider

- ◉ Groupon = advertising (not money maker)
- ◉ Make sure you can afford it
- ◉ Deals may have a cap
- ◉ Deals usually have an expiration date
- ◉ Think in the long run





# Tips and Tricks

Made In Alaska, 741 East 13th Avenue, Anchorage, AK 99507  
2/7/2011

# Time is Money

- ◉ Set your goals
- ◉ Limit your time
- ◉ Know what is effective
- ◉ Separate work and personal networking



# Know Your Customer

- ◉ Know your customer (age, gender, interest, etc.)
- ◉ Have a clear offer/statement
- ◉ Know your competitors
- ◉ Know your strengths & weaknesses
- ◉ Don't do everything at once

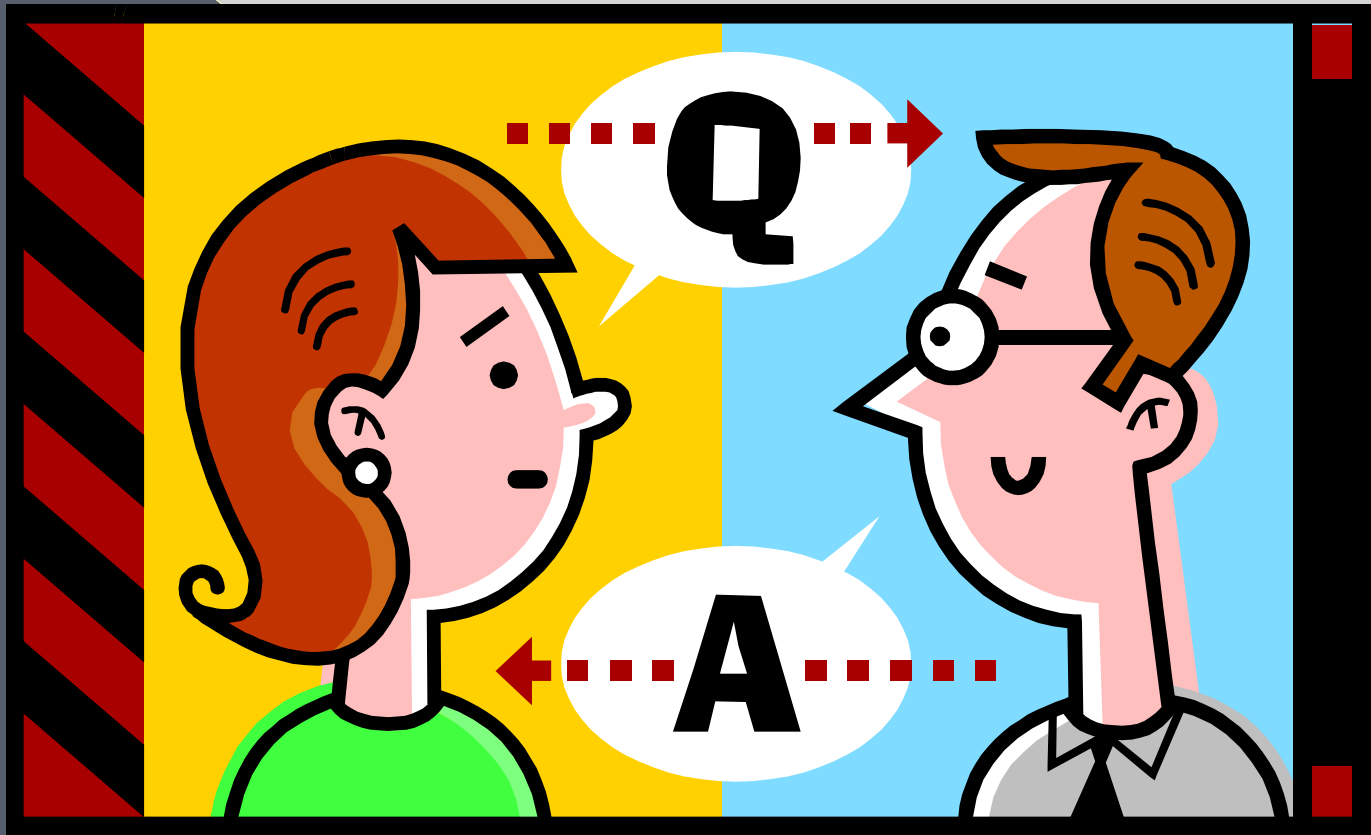


# Tips to Succeed

- Avoid self-promotion
- Give valuable information
- Do it only if you enjoy it
- Don't annoy your followers/fans/friends



# Questions?



# Online Resources:

[www.madeinalaska.org](http://www.madeinalaska.org)

[www.buyalaska.com](http://www.buyalaska.com)

[www.google.com/lbc](http://www.google.com/lbc)

[www.etsy.com](http://www.etsy.com)

[www.facebook.com](http://www.facebook.com)

[www.twitter.com](http://www.twitter.com)

[www.constantcontact.com](http://www.constantcontact.com)

[www.youtube.com](http://www.youtube.com)

[www.groupon.com](http://www.groupon.com)



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